

NOTE: This is a SAMPLE syllabus/itinerary and may not be the most up-to-date version. Please contact the faculty leader of this course for more recent information.



Global Studies 325: Global Transportation and Tourism

May Intensive 2019

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Course Web Site: <http://blackboard.bentley.edu>

Office Hours: MW 12:30-2:00 and by appointment.

Estimated Cost: \$3750 Travel Dates: 19-31 May 2019

Pre-departure meetings: February, March, and April (Activity Periods TBA)



Course Description and Objectives

This course provides a comprehensive introduction to the principles and practice of the tourism and hospitality industry. The course is organized into five parts: tourism principles, history and distribution of tourism, tourism infrastructure, tourism impacts, and tourism research. We examine the ways in which tourism is facilitated by evolving passenger transportation technologies especially in Europe, as well as the ways in which the industry is influenced by events such as economic downturn, currency fluctuations, and security threats. We also look at the many economic, social, and environmental impacts of tourism upon the host location and its residents

*Faculty Assistant: Prof. Adrian Grycuk (Kozminski University in Warsaw); Ralf Zednick (Munich Tourism Office).

by gathering first-hand insights from stakeholders. Students apply course concepts by completing a group research project using primary data, guided by the professor. Students will gain a fundamental knowledge of the tourism industry that will enable involvement in a variety of capacities. In addition, students will understand the historical growth of tourism in Europe and its potential as a growth industry for the future.

Learning Objectives

This course challenges students to view the world from at least two different **perspectives**, and deliberately facilitates the development of international travel **skills** and critical thinking **skills** through reflection and discussion. The course also helps the students build **knowledge** of the region in the following specific areas:

- Comprehending the impact of geography and history on the development of transportation infrastructure and growth of tourism. Specifically:
 - Understanding Germany's pioneering role in transportation technology.
 - Appreciating the rise of tourism in Poland since the demise of the Iron Curtain.
- Understanding the present state of passenger infrastructure and the tourism industry, and how they interact with each other and the social landscape of the countries under investigation.
- Learning about the culture of Germany and Poland first-hand through interaction with people who live there.

Required Readings

All readings (partial listing below) will be posted on Blackboard or distributed in class.

GRADING POLICY

The grade for this class is determined as follows:

- 20% - Quizzes: map quiz (our destinations and their neighbors);
Basic expressions in German and Polish (two prior to departure, three in the field)
- 20% - Daily journal in Europe (checked before our return home)
- 20% - Four short assignments: business travel expense report, one tour proposal and budget, one flight publication review, one on-site destination SWOT analysis.
- 20% - Term group project (of which 20% is a typed pre-departure proposal)

20% - Participation in Europe. Your participation grade will reflect your attendance, punctuality, behavior, and your initiative to interact with other members of the class and our local hosts.

TEACHING PHILOSOPHY AND EXPECTATIONS IN THE FIELD

Have fun learning! Every group member will enjoy considerable freedom while traveling. Of course, responsible adult behavior is expected at all times. In Europe, we are ambassadors for Bentley and for our home countries. Both Germans and Poles emphasize timeliness and discipline, so we need to dress appropriately and arrive punctually for each activity. Students should behave respectfully toward our hosts, one another, and the leaders. Because the program is subject to change, at dismissal time, students should confirm the time of the next day's first meeting. In addition, please consult the Survival Tips appended to this document. Any blatant recklessness will result in an "F" and a premature return at your own expense. Participation grades are based upon your preparation for each event and the initiative you demonstrate in interactions with our local hosts.

Trailboss for the Day

Each student will serve as "trail boss" for one day. The trail boss is responsible for assisting with logistics, communicating between members of our group, and helping to secure tables for meetings at breakfast, and in some cases weighing in on itinerary decisions. For example, the first trail bosses will set up a *WhatsApp* group and assist the professors as necessary with flights.

Other Items:

- Title IX applies fully to this course. "What happens in Europe does (not) stay in Europe". Familiarize yourself with these guidelines. If you act outside of these or the expectations outlined above, you may be sent home at any time at the discretion of the instructor and at your own expense. If you are sent home, you will fail the course.
- Please be aware that faculty-led international courses are not typical classroom experiences, and are expected to participate in activities that may be physically strenuous. Typically these include considerable walking. Students are expected to participate unless they require modification and/or reasonable accommodation due to a disability. In such cases, documentation from the Office of Disability Services will be required.
- For group meals, individuals will generally order individually from the restaurant menu. Please be considerate of our group expenses when you order. The beverage policy is two

drinks per meal; hard alcohol/mixed drinks and one-liter beers cannot be paid on the Bentley tab. If you are of legal drinking age, you may choose to purchase them individually.

Physical Activity during STPs

Please be aware that faculty-led international courses are not typical classroom experiences, and students are expected to participate in activities that may seem strenuous to some during their time abroad. On a typical day, we may walk a considerable distance. Students are expected to participate fully unless they require modification and/or reasonable accommodation due to a documented disability as described below).

Disabilities

Bentley University abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which stipulate no student shall be denied the benefits of an education solely by reason of a disability. If you have a hidden or visible disability which may require classroom accommodations, please make an appointment with the Office of Disability Services within the first four weeks of the semester. The Office of Disability Services is located in Jennison 336 (781.891.2004). The Office of Disability Services is responsible for managing accommodations and services for students with disabilities.

Four Short Assignments

These papers are intended to familiarize students with relevant material *prior* to travel. They are limited to two pages of text, plus spreadsheets, maps, etc. For full credit, pages must be typed, double-spaced, paginated, and stapled. Assignments must be submitted at the beginning of class on the due date.



1. Business Travel Budget and Expense Report - Bentley
2. Tour Proposal (including itinerary and budget) - Bentley
3. In-flight magazine analysis- Poland
4. Destination SWOT Analysis- Germany

QUIZZES

Basic vocabulary matching quizzes will be given at our pre-travel meetings. Three additional quizzes will be given during the travel period. These will feature menu items, numbers, important political figures, and other basic facts. For Quiz 1, learn Polish expressions including please, thank

you, you're welcome, excuse me, sorry, hello, goodbye, do you speak English? I don't understand, where's the bathroom, help, yes, no, attention, quickly, menu, I would like..., and I'd like to pay. For Quiz 2, you will be given a list of vocabulary (mainly useful nouns).

THEMATIC PROJECT

Teams of students will undertake a group research project focusing upon specific aspects of the tourism industry in Poland that includes primary data collection and group paper development rather than writing a standard individual term paper. The project requires the following contributions from each class member, and the professor and course assistant will serve as project coordinator and consultant, respectively.

1. Informed research questions: before our April meeting, each student should email the professor with at least three questions as well as full citations from the literature that raised the questions. The professor will compile these questions in a document for the class in order to help guide and delineate the project, catering it to student interests.
2. Students are responsible for providing substantive commentary on this document within seven days so that the professor can finalize the research plan before travel. Students may be asked to add additional contributions.
3. The final document must be completed by June 15, 2019.

Students will be graded as follows...

- 20% questions and citations to professor by 4/15.
- 20% student feedback on research document by 4/29.
- 40% contributions in the field (quantity and quality of interview participation and results: target is 25 surveys per student)
- 20% final editing following travel, but prior to paper due date of June 15, 2019.

PRE-DEPARTURE READING LIST

Alejziak, Wiesław. 2013. Tourism activity inhibitors. *International Journal of Culture, Tourism and Hospitality Research*. 7 (1), 11-27.

Croce, E. and Perri, G., 2017. *Food and wine tourism*. Cabi. (Selected Chapters)

Deichmann, Joel I. and Shivam Senjalia. 2013. Domestic Perceptions of International Tourism in Croatia: A Survey Analysis. *Tourism Today* (13), 31-47.

Goeldner, C. and J.R. Ritchie. 2016. *Tourism: Principles, Practices, Philosophies* (13th edition). Hoboken, N.J. John Wiley & Sons. (Selected Chapters)

McDonald, James. 1997. "European Tourism" from *The European Scene: A Geographic Perspective* (2nd edition). Upper Saddle River, NJ: Prentice Hall. Pp. 191-202.

Page, Stephen. 2009. *Transport and Tourism: Global Perspectives* (3rd ed.). Boston: Pearson. (Selected Chapters)

White, L. and Frew, E. eds., 2013. *Dark tourism and place identity: Managing and interpreting dark places* (Vol. 37). Routledge. (Selected Chapters)

ABOUT THE PROFESSORS

Prof. Deichmann has taught full-time at Bentley since 1999. His other Bentley courses include MBA module ENV601: *Social Context*, GLS 110: *Global Regions*, and GLS 270: *Contemporary Europe*. He has led 17 undergraduate travel study courses to countries including Germany, Poland, Czechia, Croatia, Bosnia, and Ghana, and led or assisted with programs in Germany South Africa, Chile, Turkey, and China. His research is on foreign direct investment, international tourism, and economic convergence with a regional focus of Central and Eastern Europe. Prof. Deichmann's travel book entitled *Passion for Place: Embracing Global Wanderlust* was published in 2015. His wife Karen is a Senior Manager of Human Resources at Comcast, and they have three kids: Charlie (20), Isabela (18), and James (16). Interests include travel, music, movies, hiking, and jogging with Larry Mullen Jr. In 2014, he finished his 20-year quest to visit all 3143 counties in the USA.

Prof. Malgwi is Assistant Professor in Bentley's Accountancy Department, holding a PhD from the Reading University in the United Kingdom. He is also a certified fraud examiner. His teaching interests include financial accounting, managerial accounting, international accounting, fraud and forensic accounting. Originally from Nigeria, he has co-led many Bentley short term programs, especially to Ghana in West Africa, he co-led this course with Prof. Deichmann in 2017. He and Prof. Deichmann have taught together and collaborated on two peer-reviewed journal publications.

A Few Survival Tips and Best Practices for International Travel

Version 18.1 (2019)

Overarching Guidelines

- ✚ Expect the unexpected. Keep an open mind, be prepared for surprises, and react calmly!
- ✚ Be flexible: our daily program will change as necessary and as opportunities arise. Each night before you are dismissed, it is your responsibility to know where and when we will meet to start the next day.
- ✚ When traveling with a large group, scheduling demands or safety concerns beyond our control sometimes supersede individual convenience. If you miss a meal, pack a candy bar and water bottle.
- ✚ Arrive punctually for every event, and stay with the pack. If you “miss the boat”, you are responsible for finding/catching up with the group at your own expense; habitual lateness will impact your grade.

Money and Safety

- ✚ Before leaving the US, call your bank to let them know you’re traveling with your ATM or credit cards.
- ✚ Purchase a money belt and don’t put anything of value in open pockets. Pickpockets thrive in Europe!
- ✚ Non-Bentley guests are not permitted in the hotel rooms.
- ✚ Use the buddy-system, and preferably walk with more than one buddy. Avoid going out alone at night.

Packing

- ✚ Pack your essentials in your carry-on. These include medications, vitamins, contact lens items, and a change of clothing. Sometimes luggage misses the flight connection or gets lost.
- ✚ If you choose to bring your laptop or phone, take greater care than on campus. Use the safes in your rooms.
- ✚ Full-sized note pad with paper and pen for meetings and classes.
- ✚ Jacket and sun lotion; we’ll be spending a lot of time outdoors.
- ✚ Understand your international calling plan and don’t forget your chargers.
- ✚ European (220) converter/adaptor if you bring your own hair dryer or razor. Some hotels have hair dryers.
- ✚ “Don’t bring the House”: one medium-sized suitcase and a day pack should be sufficient.
- ✚ We will be traveling with public transportation- trains, trams, and buses. You must be able to handle what you bring.
- ✚ Carry a daypack with water, snacks, and an umbrella or rain jacket.
- ✚ Leave space in the “outbound” suitcase for “inbound” souvenirs!

Clothing

- ✚ Central Europe’s weather ranges are normally similar to Boston’s: normally mild but can also be unpredictable.
- ✚ Parliament and places of worship won’t let you enter with bare legs or shoulders.
- ✚ Jeans or khakis are normally ideal to wear, especially with a button-down shirt and dress shoes.
- ✚ Comfortable, water-resistant shoes are ideal; don’t plan on “working in” new shoes on the trip.

Take Cues from Locals

- ✚ Don’t be ugly (as in “Ugly American”): Consider clothing, behavior, speech volume.
- ✚ Keep the language clean (many “naughty” words are international, as is resentment of their use!). In Europe, you can be fined for “flipping the bird”
- ✚ Do not jaywalk, especially in Germany. You will be fined!
- ✚ Never board public transportation without a valid ticket. You will be caught and fined!
- ✚ On the bus or train, interact, look out the window, and talk to people! ☺
- ✚ Be respectful of everyone you meet- you represent Bentley and the USA!

